

Getting the most from your Google Analytics



This one day workshop shows you how to take control of the data Google Analytics collects about your web site by getting to grips with the interface, terminology and simple configuration. You will learn easy ways to customise your analytics to keep track of who is viewing your website, evaluate the effectiveness of your content and find out which parts of the site are most successful. Create and monitor marketing campaigns and review user activity in detail. Ensure that your web site is achieving its purpose.



Topics

- What Google Analytics can do for your website
- Working with the interface—layout, terminology and key concepts
- Reviewing the standard reports—how do visitors find your site, what content did they view, what was the outcome of their visit
- Going beyond standard reports—using custom reports, traffic segments
- Analysing your web site—setting effective goals, planning campaigns and customising URLs

Who is it for?

This workshop is for anyone new to, or currently, using Google Analytics who wants to review and understand its full capabilities.

Although not essential, to get the most from this workshop it would be useful for you to:

- Bring a laptop (the venue has Wi-Fi for you to connect to)
- Have access to the Google Analytics for your web site(s)
- Have your own (free) Google Account

By the end of the workshop participants will have:

- Reviewed all the practical aspects of setting up and using Google Analytics
- Developed skills at interpreting Google Analytics data and terminology
- Considered the analytics for their own site and how to plan and develop purposeful reports